

## Valley Center

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### Overview

Commercial land uses are primarily located within two areas: (1) at the intersection of Valley Center and Cole Grade Roads and (2) along Valley Center Road south of Lilac Road. GP2020 proposes higher density residential uses and additional commercial uses to establish these areas as villages. Other commercial uses are dispersed along Old Castle Road near Old Highway 395, along Lilac Road, west of Valley Center Road, and at Bates Nut Farm on Woods Valley Road. The types of commercial uses are either agriculture-related or serve the local community. The primary exception is Bates Nut Farm, which is visitor-serving.

Industrial uses in Valley Center are located in the southeastern portion of the northern village. GP2020 proposes expanding this area slightly to the northeast, but removing currently designated industrial lands located within the floodway/floodplain. With the concurrence of the Planning Group, an additional industrial area is proposed at Old Highway 395 and Nelson Way.

### Key Issues

- Steep slopes, including Weaver and Red Mountains, characterize the northern and southern areas of the community. Keys and Moosa Canyon Creeks run through the central portion from northwest to southeast.
- Major commercial needs are being met outside of Valley Center, but a shopping center is being planned that will provide many additional needs.
- A key objective of the community has been to focus future development within the two villages to retain a rural character for the remainder of Valley Center. These village areas require development of sewer infrastructure and a more extensive road network.
- A large portion of the northern village is undeveloped with few physical constraints, other than a floodplain along the southern edge.
- The southern village is more built-out with commercial strip development along Valley Center Road. A wetland and golf course bisect the central portion, making the provision of north-south road connections more difficult.

**Planning Group Direction**

- Retain Valley Center's rural character.
- Commercial areas should primarily be contained within the two village areas, with the exception of existing commercial uses outside the village areas. These villages should remain distinct and separate.
- The rights of existing commercial property owners should be respected.
- Expand the amount of industrial land uses. Industrial uses should be concentrated into distinct districts that are adequately buffered from surrounding development.

The Planning Group's support for GP2020 is predicated on Board of Supervisors' approval of the following three motions:

- Apply Village densities within village boundaries; limit densities within and adjacent to the villages; use the 15 dwelling units per acre density to meet Valley Center's share of the affordable housing mandate, otherwise limit density to no more than 10.9 dwelling units per acre.
- Provide adequate transportation and emergency services infrastructure in conjunction with the implementation of GP2020.
- Adopt a fair, equitable, and practical equity mechanism to provide the highest degree of fairness for property owners impacted by GP2020, in conjunction with approval of GP2020.

**Additional Staff Analysis/  
Recommendations**

Staff conducted an extensive town center planning process with significant community involvement. The Planning Group was also highly involved throughout the process and almost fully supports the staff recommended village concept plans.

The quantity of commercial/industrial land proposed under GP2020 is approximately three times greater than the amount projected by the ERA Needs Analysis. The ERA analysis does not take into account:

- Demand from adjacent communities, such as Pauma Valley
- Under GP2020, mixed-use development (residential/commercial) will be encouraged in commercial designated areas in villages.
- Land-intensive industrial uses such as rock processing and recycling operations and outdoor storage of industrial equipment
- Village areas include commercial lands designated to meet needs beyond 2020

**Planning Commission  
Recommendations**

The Planning Commission concurs with staff's recommendations, with the exception of two changes to staff's recommendation for Industrial properties along Nelson Way that were made after the Planning Commission hearing. These changes were made to build community consensus and do not alter the general intent of the staff, Planning Group, and Planning Commission recommendations.

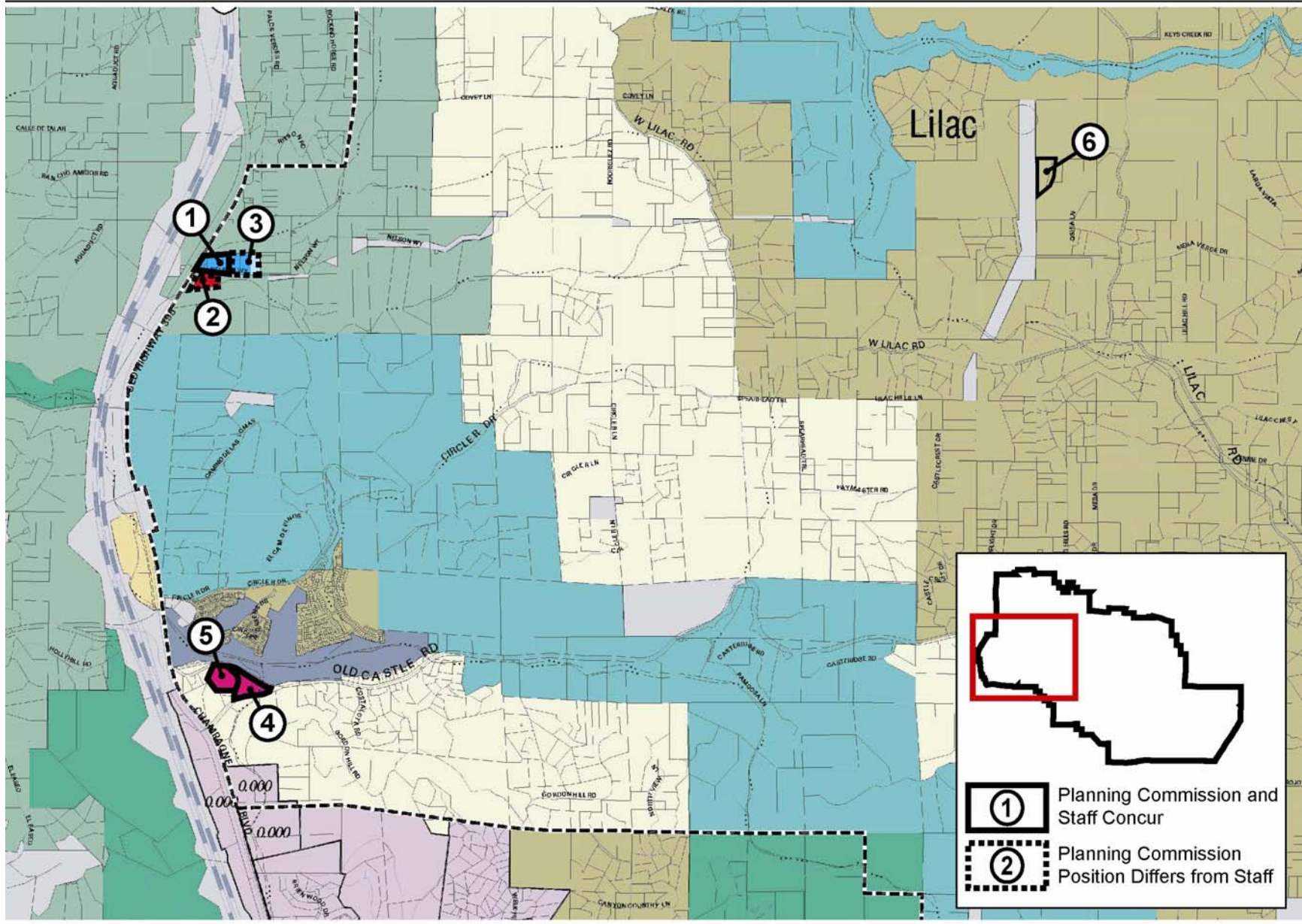
**ERA Needs Analysis**  
(all numbers in gross acres)

	<i><b>Projected Demand</b></i>	<i><b>Existing General Plan</b></i>	<i><b>Surplus/ (Deficit)</b></i>	<i><b>Proposed General Plan</b></i>	<i><b>Surplus/ (Deficit)</b></i>
Commercial	80	112	32	259	179
Industrial	31	147	116	94	63
Office	10	1	(9)	15	5

*Note: All numbers are rounded to the nearest whole number.*

*Source: Economics Research Associates, County of San Diego*

## Valley Center (Western Portion)



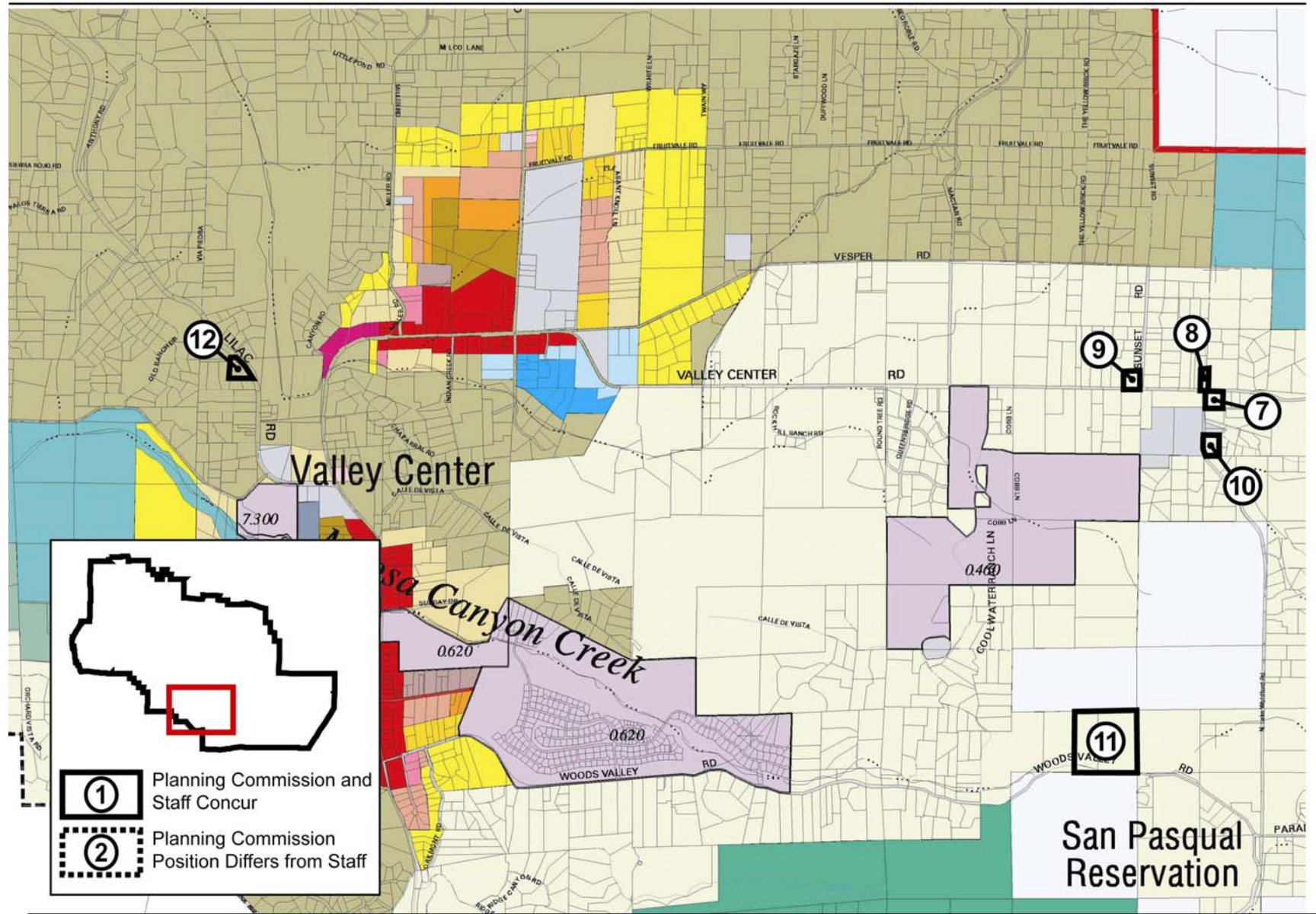
#	Proposed Land Use			Existing Conditions	Rationale for Staff Recommendation
	Staff / Planning Commission	CPG/CSG	Owner(s)		
1	<p><b><u>Staff</u></b> (I-2) Medium Impact Industrial</p> <p><b><u>Planning Commission</u></b> Concur with staff</p>	(I-2) Medium Impact Industrial	Designation consistent with current Rural Commercial zoning and rock processing and recycling operations <b>(Reilly)</b>	<p><i>Total Area:</i> Approximately 6 acres</p> <p><i>Current Use:</i> Romero Construction—Aggregate processing</p> <p><i>Existing GP:</i> (13) General Commercial</p>	<ul style="list-style-type: none"> <li>• Site is in proximity to major roads and has good access to Interstate 15, without traveling through residential areas</li> <li>• Steep topography separates industrial and residential areas</li> <li>• Recognizes existing Rural Commercial Zone and land use</li> <li>• Supported by Planning Group</li> </ul>
2	<p><b><u>Staff</u></b> (C-1) General Commercial (SR-10) Semi-Rural Residential</p> <p><b><u>Planning Commission</u></b> (I-2) Medium Impact Industrial (SR-10) Semi-Rural Residential</p>	(I-2) Medium Impact Industrial (SR-10) Semi-Rural Residential	Commercial — wants to retain use as nursery <b>(Wilson)</b>	<p><i>Total Area:</i> 21.03 acres</p> <p><i>Current Use:</i> Nursery</p> <p><i>Existing GP:</i> (13) General Commercial (17) Estate Residential</p>	<ul style="list-style-type: none"> <li>• Recognizes existing general plan designation</li> <li>• Proximity to major roads</li> <li>• Steep topography adjacent to site obscures view to site from surrounding land uses</li> <li>• Undeveloped portion of parcel would retain Semi-Rural Residential designation to serve as a buffer</li> <li>• Last minute change to staff's recommendation to build community consensus. Does not differ from general intent of Planning Group and Planning Commission recommendations.</li> </ul>

#	Proposed Land Use			Existing Conditions	Rationale for Staff Recommendation
	Staff / Planning Commission	CPG/CSG	Owner(s)		
3	<p><b>Staff</b> (I-2) Medium Impact Industrial (I-1) Limited Impact Industrial (easternmost parcel)</p> <p><b>Planning Commission</b> Concur with staff except for change to I-1 made after Planning Commission hearing</p>	(I-2) Medium Impact Industrial	Recommendation not submitted	<p><b>Total Area:</b> 7.5 acres</p> <p><b>Current Use:</b> Equipment staging/storage and misc. industrial uses</p> <p><b>Existing GP:</b> (13) General Commercial (17) Estate Residential</p>	<ul style="list-style-type: none"> <li>Proposed industrial designation would allow existing uses to continue and facilitate establishment of an industrial district</li> <li>Proximity to major roads</li> <li>Adjacent to existing industrial uses</li> <li>Supports general intent of Planning Group and Planning Commission recommendations, but provides a buffer between residential and outdoor storage industrial uses.</li> </ul>
4	<p><b>Staff</b> (C-4) Rural Commercial</p> <p><b>Planning Commission</b> Concur with staff</p>	(C-4) Rural Commercial	Recommendation not submitted	<p><b>Total Area:</b> 4.34 acres</p> <p><b>Current Use:</b> Restaurants, vacant building</p> <p><b>Existing GP:</b> (13) General Commercial</p>	<ul style="list-style-type: none"> <li>Recognizes existing General Commercial designation and applied more appropriate commercial designation</li> <li>Within area served by water/sewer</li> <li>Consistent with surrounding semi-rural area</li> <li>Existing uses are recognized with new designation</li> <li>Supported by Planning Group</li> </ul>

#	Proposed Land Use			Existing Conditions	Rationale for Staff Recommendation
	Staff / Planning Commission	CPG/CSG	Owner(s)		
5	<b><u>Staff</u></b> (C-4) Rural Commercial  <b><u>Planning Commission</u></b> Concur with staff	(C-4) Rural Commercial	Recommendation not submitted	<i>Total Area:</i> Approximately 6 acres  <i>Current Use:</i> Undeveloped  <i>Existing GP:</i> (17) Estate Residential	<ul style="list-style-type: none"> <li>• Within area served by water/sewer</li> <li>• Consistent with adjacent uses</li> <li>• Supported by Planning Group</li> </ul>
6	<b><u>Staff</u></b> (SR-2) Semi-Rural Residential  <b><u>Planning Commission</u></b> Concur with staff	Consensus not reached — No recommendation	Designation allowing pet boarding: horse, dogs, etc. <b>(Upano)</b>	<i>Total Area:</i> 5.87 acres  <i>Current Use:</i> Horticulture  <i>Existing GP:</i> (17) Estate Residential	<ul style="list-style-type: none"> <li>• Site is outside the village and poorly served by infrastructure</li> <li>• Not currently accessible by paved roads</li> <li>• A Commercial designation would allow many uses inappropriate for the area</li> <li>• Pet boarding uses could be permitted with approval of a Use Permit, but would require mitigation of any impacts to surrounding land uses</li> </ul>



## Valley Center (Eastern Portion)





#	Proposed Land Use			Existing Conditions	Rationale for Staff Recommendation
	Staff/ Planning Commission	CPG/CSG	Owner(s)		
7	<b><u>Staff</u></b> (SR-4) Semi-Rural Residential  <b><u>Planning Commission</u></b> Concur with staff	(SR-4) Semi-Rural Residential	Residential/ Commercial <b>(Olson)</b>	<i>Total Area:</i> 2.77 acres  <i>Current Use:</i> Residential/Orchard  <i>Existing GP:</i> (17) Estate Residential	<ul style="list-style-type: none"> <li>• Site is located approximately 2.5 miles (three minute drive) from the North Village area</li> <li>• Some commercial uses could be permitted upon approval of a Use Permit. This would require additional staff/community review to ensure any new uses are compatible with surrounding land uses</li> <li>• Supported by Planning Group</li> </ul>
8	<b><u>Staff</u></b> (SR-4) Semi-Rural Residential  <b><u>Planning Commission</u></b> Concur with staff	(SR-4) Semi-Rural Residential	General Commercial for entire parcel where outdoor storage is allowed <b>(Tweed)</b>	<i>Total Area:</i> 1.4 acres  <i>Current Use:</i> Hidden Valley Pump Systems & Private Residence  <i>Existing GP:</i> (17) Estate Residential	<ul style="list-style-type: none"> <li>• Commercial use is permitted on portion of parcel currently zoned commercial</li> <li>• Expansion of use could be permitted upon approval of a Use Permit or a rezone. This would require additional staff/community review to ensure any new uses are compatible with surrounding land uses</li> <li>• Staff is proposing to retain existing Commercial zoning for parcel</li> <li>• Supported by Planning Group</li> </ul>
9	<b><u>Staff</u></b> (SR-4) Semi-Rural Residential  <b><u>Planning Commission</u></b> Concur with staff	(SR-4) Semi-Rural Residential	Designation appropriate for current use and potential new use (Feed Store) <b>(Lincoln)</b>	<i>Total Area:</i> 2.55 acres  <i>Current Use:</i> Equipment/vehicle storage and overflow parking  <i>Existing GP:</i> (17) Estate Residential	<ul style="list-style-type: none"> <li>• Existing Commercial zoning allows current uses</li> <li>• Located in a rural area isolated from other office/commercial uses</li> <li>• Commercial designation is not appropriate as this area is outside of the village</li> <li>• Supported by Planning Group</li> </ul>

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10	<p><b><u>Staff</u></b> (SR-4) Semi-Rural Residential</p> <p><b><u>Planning Commission</u></b> Concur with staff</p>	(SR-4) Semi-Rural Residential	Commercial designation — existing residential use is adversely impacted by sheriff's station and high traffic volumes from casino and school <b>(Anvil)</b>	<p><i>Total Area:</i> 1.48 acres</p> <p><i>Current Use:</i> Residence</p> <p><i>Existing GP:</i> (17) Estate Residential</p>	<ul style="list-style-type: none"> <li>Area is outside the village</li> <li>Additional commercial designations are not consistent with projected need. A change to commercial for this parcel would prompt adjacent parcels to request a change to commercial designation.</li> <li>Supported by Planning Group</li> </ul>
11	<p><b><u>Staff</u></b> (SR-4) Semi-Rural Residential</p> <p><b><u>Planning Commission</u></b> Concur with staff</p>	Consensus not reached — No recommendation	Designation appropriate for expanding operations to include banquet & education facilities, farm zoo <b>(Bates-Ness)</b>	<p><i>Total Area:</i> 37.82 acres</p> <p><i>Current Use:</i> Retail commercial, agriculture, and processing nuts</p> <p><i>Existing GP:</i> (17) Estate Residential</p>	<ul style="list-style-type: none"> <li>Commercial designation would allow uses inconsistent with community character without requiring appropriate environmental review – Zoning Ordinance and Use Permit are more appropriate tools.</li> <li>Existing MUP governs operations and could be modified to accommodate expansion. This would require additional staff/community review to ensure new uses are compatible with surrounding land uses.</li> <li>Staff is proposing a new specific zone for Bates Nut Farm. Draft zoning ordinance language is included after this matrix.</li> <li>Staff will also include guiding language in the Community Plan specifying Bates Nut Farm importance when defining Valley Center's community character.</li> </ul>

#	Proposed Land Use			Existing Conditions	Rationale for Staff Recommendation
	Staff/ Planning Commission	CPG/CSG	Owner(s)		
12	<p><b><u>Staff</u></b> (SR-2) Semi-Rural Residential</p> <p><b><u>Planning Commission</u></b> Concur with staff</p>	Consensus not reached — No recommendation	Commercial-wants to expand and improve facilities for retail customers <b>(Jaffe)</b>	<p><i>Total Area:</i> 2.97 acres</p> <p><i>Current Use:</i> Mail order facility</p> <p><i>Existing GP:</i> (17) Estate Residential</p>	<ul style="list-style-type: none"> <li>• Not compatible with surrounding land uses</li> <li>• Located outside of the village</li> <li>• Requiring a Use Permit to expand commercial uses would provide more assurance that new commercial uses would be compatible with adjacent uses</li> </ul>

## PRELIMINARY DRAFT / BATES NUT FARM ZONE

Zone would be compatible with Rural Lands and Semi-Rural Lands designations with densities of one dwelling unit per four acres and lower. Agricultural and limited commercial uses would be allowed to facilitate agricultural businesses.

Large special events with duration of less than five days would be regulated under Temporary Use Regulations: Circus, Carnival, or Other Outdoor Entertainment Event. The Sheriff may permit these events.

Use Type:	A70	C36	Bates Nut Farm Zone	Description
<b>Agricultural Use Types</b>				
Tree Crops	PERMITTED USE	PERMITTED USE	PERMITTED USE	Premises primarily devoted to the cultivation for sale at wholesale of tree-grown agricultural products such as avocados, walnuts, and citrus fruits.
Row and Field Crops	PERMITTED USE	PERMITTED USE	PERMITTED USE	Premises primarily devoted to the cultivation for sale at wholesale of agricultural products grown in regular or scattered patterns such as vines, field, forage and other plant crops intended to provide food or fibers.
Packing and Processing: General	PERMITTED with MUP	NOT PERMITTED	PERMITTED USE	Customary preparation for market of fresh produce, flowers, feed, fiber, milk, eggs, rabbits, poultry and other similarly sized small or specialty animals raised for human consumption, produced on premises other than that upon which the packing and processing operation is located.  <i>Note: Use description needs to be revised or a new one added that encompasses processing of nuts and related items and sets limits for the size of the processing facility.</i>

Use Type:	A70	C36	Bates Nut Farm Zone	Description
<b>Commercial Use Types</b>				
Produce Market (NEW)	NEW USE	NEW USE	PERMITTED USE	Establishments or places or business primarily engaged in the retail sale of local produce and minor consumables and beverages for home consumption. Typical uses are less than 5,000 square feet and include produce markets, winery outlets. <i>Note: Use description needs to be developed and incorporated into the zoning ordinance.</i>
Retail Sales: Specialty	NOT PERMITTED	PERMITTED USE	PERMITTED USE	Establishments offering a single type, or closely related types, of merchandise oriented toward impulse or discretionary purchase rather than satisfaction of regular or recurring needs. <i>Individual establishments will have relatively small floor areas (generally not more than 2,000 square feet).</i> Typical uses would include the sale of art or craft objects; sales conducted in civic plazas; flower or plant shops; shops offering gifts, novelties, or souvenirs; beachwear stores; and antique shops. <i>Note: Description needs be clarified to allow use in conjunction with other uses in buildings over 2,000 SF.</i>
<b>Civic Use Types</b>				
Community Recreation	PERMITTED with MUP	PERMITTED USE	PERMITTED with MUP	Recreational, social or multi-purpose uses within buildings with no fixed seats and occupancy limited to 500 persons.